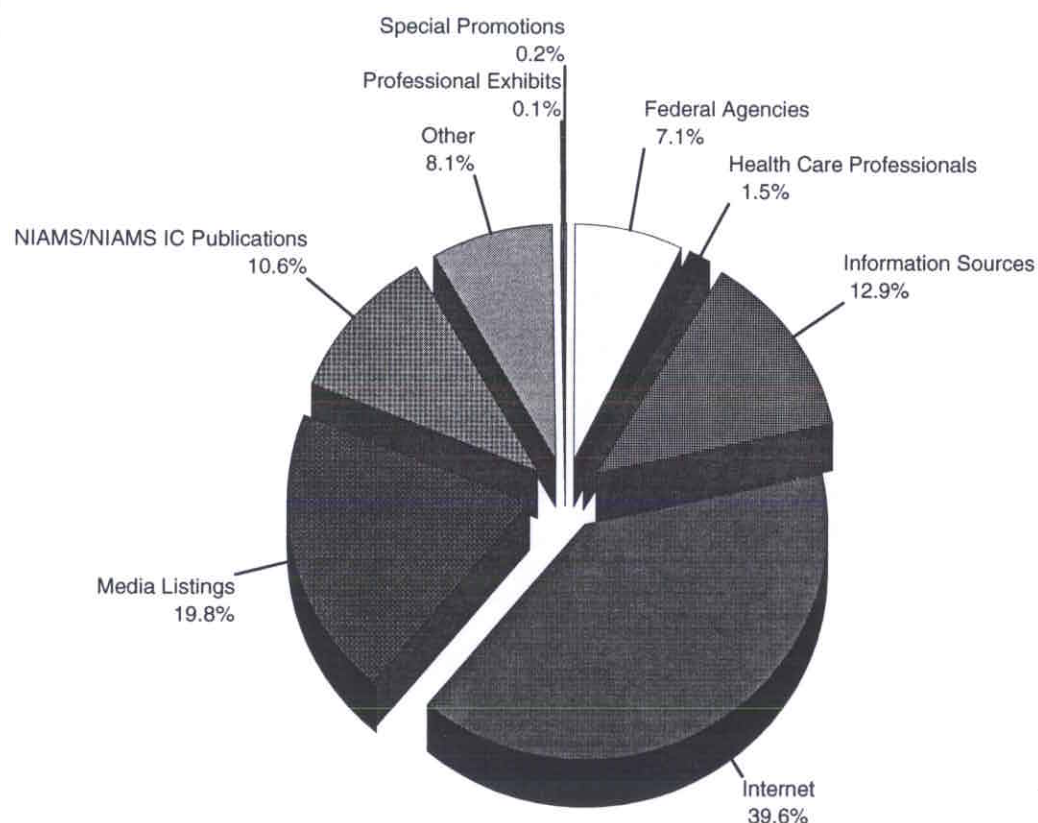


National Institute of Arthritis and Musculoskeletal and
Skin Diseases Information Clearinghouse

APPENDIX 7

Referral Source Profile
(How Inquirers Heard About NIAMS)

February 2002



Referral Source	Monthly for February 2002	% of Monthly for February 2002	Cumulative from July 24, 1998
Federal Agencies	136	7.1%	4,200
CDC Staff	0	0.0%	86
NIAMS Staff	65	3.4%	1,283
NIH Staff	53	2.8%	1,062
NIH/Government Operator	18	0.9%	1,769
Health Care Professionals	29	1.5%	1,432
Health Educator	3	0.2%	232
Nurse	0	0.0%	59
Other Health Provider	12	0.6%	618
Physical/Occupational Therapist	0	0.0%	22
Physician	14	0.7%	491
Social Worker	0	0.0%	10
Information Sources	246	12.9%	10,315
Directory Listing	156	8.2%	6,600
Informational Specialist	57	3.0%	1,692
Librarian	2	0.1%	111
Matt Lesko	1	0.1%	152
Voluntary/Professional Association	30	1.6%	1,760
Internet	756	39.6%	15,338
NIAMS Home Page	722	37.8%	14,268
Other Web Site	34	1.8%	1,070
Media Listings	379	19.8%	24,937
Journals/Newspapers/Magazines	356	18.6%	22,631
New York Times Magazine 5/12/00	0	0.0%	1
Newsletter	23	1.2%	2,238
Radio/TV	0	0.0%	67
NIAMS/NIAMS IC Publications	203	10.6%	7,966
NIAMS IC Publication Order Form	189	9.9%	7,231
NIAMS/NIAMS IC Print Materials	14	0.7%	735
Other	155	8.1%	10,980
Family/Friend/Patient	28	1.5%	2,526
Other	3	0.2%	957
Repeat Caller	26	1.4%	1,139
Unknown	98	5.1%	6,358
Professional Exhibits	2	0.1%	425
Exhibit, Staffed	2	0.1%	242
Exhibit, Unstaffed	0	0.0%	9
Lupus Campaign	0	0.0%	174
Special Promotions	4	0.2%	206
Campaign	4	0.2%	206
Total	1,910	100.0%	75,799

NOTE: Not all percentage totals equal 100 percent due to rounding.